

My Purple Cow

Written by Mary Young
Saturday, 07 May 2011 11:36

MY PURPLE COW

You may wonder what this has to do with midwifery.?



Earlier today I met with my business mentor in a delightful cafe in downtown Mooloolaba. It was a very stimulating session about marketing and Know YourMidwife. She asked me "what is your purple cow?" For those of you, like me, without marketing or business backgrounds, she was asking me what it is about my practice that sets it apart from other midwives and other obstetric care.

*Think ,think, think.....*what is it that makes a woman want a midwife "with her all the way";? What does a woman fear the most about the unknown experience of labour? What does a woman having her second or third baby want in this birth that she didn't have before?

Answer

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total control!

These are very powerful words as the greatest fear experienced and expressed by women to me is not having, or losing, control in labour.

So why is total control my purple cow? Because the tools and skills I teach throughout the pregnancy allow women that total control. The breathing, relaxation and visualization techniques prepare the mind and allow her to work with her body and baby to experience a calm birth with total control!

Having a midwife “with her all the way” throughout her pregnancy birth and postnatal period allows a woman to have confidence, trust in her midwife, empowerment and total control.

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I came away from my session recognizing and acknowledging that I do offer women a service that will enable them to experience the best birthing experience possible. They will have total control. I'm not promising that everyone will have a normal birth as nature doesn't always allow this for some unknown reason, but I am promising that the women who prepare during their pregnancy for labour and birth practicing with these tools will experience total control and the best birthing experience.

So now you've met my purple cow!